



10.14.07 AI 12c

To: CSWEA Executive Committee  
From: Eric R. Lecuyer & Dennis Lindeke  
RE: CSWEA CSX'07 Update  
Date: September 30, 2007

### CSWEA - CSX '07 Big Ideas

1. Play nice with other associations. Pursue joint efforts and better communication.
2. Determine alternate metrics for the success/health of CSWEA rather than Membership count.
3. Feature [www.CSWEA.org](http://www.CSWEA.org) on cover of Central States Water, the magazine. **Done**
4. Promote CSWEA as providing Cost Effective CEU's/ education.
5. Membership ad in Central States Water. **Done**
6. Create "Join Now" button on website with direct link to membership application. **Done**
7. Non-member fee for seminars/annual meeting to include membership in CSWEA for one year.
8. On-line membership survey. (age, interests, involvement & recruiting) **In Process**
9. Adopt WEF's ½ price membership for YP's for the first three years of membership. (**DONE** effective 1.1.08)
10. YP Committee to organize regional CSWEA YP Exchange (YPX) with other MA's, AWWA, APWA, etc. (**Done Scheduled for July 18, 2008**)
11. Recognize that Young Professional Operators are the future Channel Captains, so we need to focus more efforts toward them.
12. Develop Webinars to attract new members and generate interest in CSWEA.
13. Add Operations Forum to Annual Meeting. **Done**
14. Use Central States Water as advertising tool for the Association. **Ongoing**
15. Have Fun! **Ongoing**

## CSWEA – CSX '07 Notes

July 19 – 20, 2007.

By Dennis Lindeke

- Key points from opening self introductions

- Ken S. – wants to attract new members and retain them, creative use of internet
- Dan L. – keep student chapters active and involved, get better group interaction
- Jim Miller – at annual meeting re-focus on O&M topics, plant and collection systems
- Rick A. – wants to take any concerns back to WEF
- Scott T. – marketing ideas
- Marketing plan talk and group comments, lead by Scott T.
  - “Other” target groups we should market to: Environmental, stormwater/watershed, city, municipal & elected officials, collection systems, contractors
  - “Channel Captains” - POTW managers and operators, get them to join and others will follow
  - Put a membership add in our magazine, “Why you should join CSWEA”
  - Put on CSWEA web site and “Join Now” link to application as a PDF file
  - Talk to WEF about listing each of our three states in the sections to join part of the application process
  - Put our recruiting disc on the web site
  - Follow up with all non-members who attend a conference – encourage membership
- How to best use excess section funds, lead by Eric E.
  - \$1,000 scholarships
  - Increase support for Operations Challenge from both CSWEA and state sections
  - Seed money for committees to put on seminars
  - Scholarships for operators to attend conferences
  - A.V. equipment
  - Scholarships to send teachers to WEF/CSWEA, per Michigan initiative
- 2010 CSWEA location, Rusty took some feedback and it seems that the group wants him to look at Madison vs. LaCrosse
- An electronic membership survey was proposed by Scott and Greg S.
- Dan Lynch proposed 4 Big Ideas before he had to leave for the day:
  - Begin an ongoing feature in our magazine presenting the CSX Big Ideas and progress to date
  - Require the CS student chapters to submit their chapter charters to CS in the fall, instead of WEF in the spring
  - Identify CS liaison for membership, WEF communication problems and advertise who this person is. {Eric}
  - Assemble a brochure that lists all state and CS seminars or events.

- S&YP discussion, lead by Rachel and Kris:
  - ½ price WEF membership for new YP's for 3 years, unless they were a student member 1<sup>st</sup>. Eric – call WEF to question and dispute this exclusion.
  - Get WEF student chapter tool kit to all that need it
  - Discussed WEF S&YP committee member liaison to MA's for student chapters
  - At CSWEA meetings have S&YP events mid-conference to get them to stay on site longer
  - Have S&YP committee meetings at annual conference the same time as 7S meetings
  - Have YP poster sessions at meetings
  - Recognition for companies that have YP's in attendance, "Supporters List". Thank you letter to companies that have/promote YP involvement.
  - Create new award for YP – "Rookie Award"??
  - Create blanket letter to companies to get them to send their YP's [and operators] to meetings. Explain benefits.
  - Start YP Exchange meeting/summit. Same time as CSX. Link with IWEA and Iowa??
  - Have more local YP events; ball game, dinner, brewery tour, mfg. facility, plant tours, etc.
  - Focused one day training event for YP's. Co-host with other organizations.
  - Add a one day operations seminar to the annual Education Seminar. Topics; plant operations, maintenance, process control, troubleshooting, problem solving, etc.
  - Start web seminars for operators, YP's, engineers, on a variety of topics.
  - Can Education seminar be done as a web cast?
  - Start an "Operations Forum" track at annual meeting.
  
- Dan B. discussion – need a better welcome, link with the annual Academic Excellence Award winners.
  
- Illinois section discussion – Sue Baert
  - She is a judge at WEF for the Operations Challenge
  - She wants to have a meeting of all of her section chairs
  - Main challenge is one person committees
  - Can sections donate to "Water is Life"?
  - She is working with Indiana and Iowa to co-sponsor events
  
- MN section – John G.
  - Main challenge is to get find new members and get them involved

- Committees sometimes need a sense of direction, like a committee description and timelines
- WI section – Dan B.
  - Management Seminar attendance is declining, only 35 this year. Will hold a Cabella's next in hopes of getting attendance up.
  - Talked about using excess section funds; public education, S&YP's, send YP's to WEF Summit – contribute \$500.
  - Main challenge – get new members and get them engaged
- Other Big Ideas:
  - Use our magazine as a tool to advertise for committee activities, needs and committee member recruitment
  - Better use a targeted email blasts from CSWEA